

# SOCIAL MEDIA OVERVIEW

UTAH OFFICE OF TOURISM - APRIL 2021

SP+RKLOFT

# MEET THE TEAM



**LIZZY**  
ACCOUNT +  
STRATEGY



**JACLYN**  
PAID MEDIA +  
REPORTING



**ELIZABETH**  
INFLUENCERS +  
AMBASSADORS



**COLIN**  
CREATIVE



**DEVIKA**  
PROJECT  
MANAGEMENT



**DANA**  
COMMUNITY  
MANAGER



**COURTNEY**  
COMMUNITY  
MANAGER

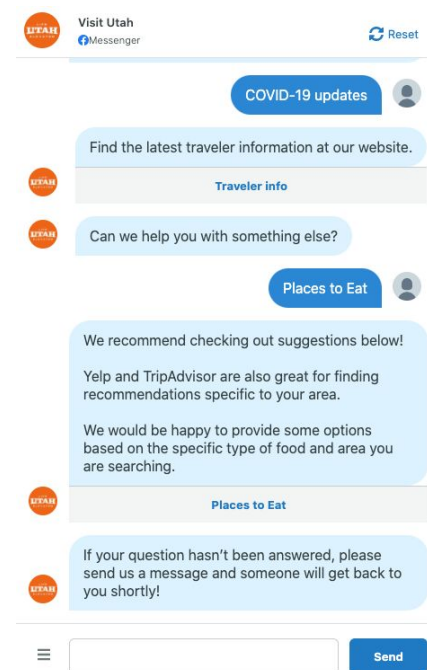


**RAFAEL**  
STRATEGY +  
INFLUENCERS



**CHARLES**  
PAID MEDIA

# SCOPE WINS



# STRATEGY

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## 2021 OBJECTIVES

### **AWARENESS**

- Increase awareness of Utah in key markets as measured by impressions + CPM
- Increase interest for Utah in key markets as measured by 3-second video views

### **INTEREST**

- Increase interest for Utah in key markets as measured by video views up to 75%
- Increase interest for Utah in key markets as measured by engagement

### **ACTION**

- Increase traffic to Visit Utah's website as measured by clicks/CPC
- Increase visitor revenue, length of stay, and spend as measured by partners

### **AFFINITY + ADVOCACY**

- Increase positive sentiment for Visit Utah, positioning the brand as a resource
- Monitor sentiment for conversation around health, safety, sustainability

## 2021 SOCIAL GOALS

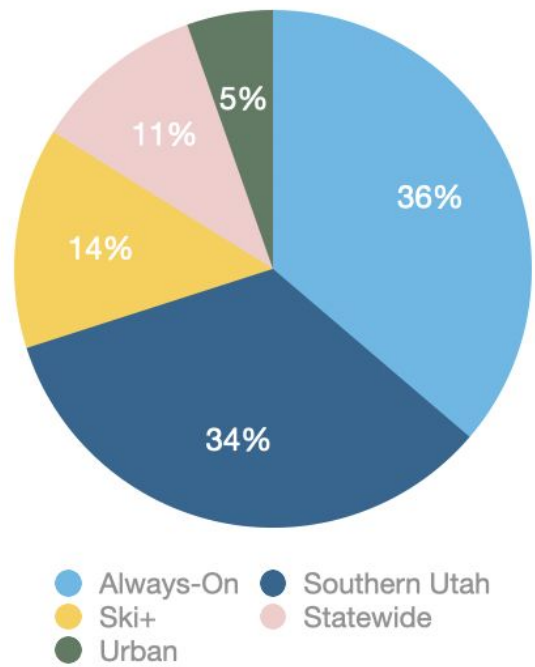
OBJECTIVE	KPI	FY GOAL
AWARENESS	IMPRESSIONS	125,000,000
	VIDEO VIEWS 3 seconds	25,000,000
INTEREST	VIDEO VIEWS to 75%	3,200,000
	ENGAGEMENT <i>Likes, reactions, comments, retweets, shares, saves</i>	5,000,000
ACTION	CLICKS	900,000

# PAID MEDIA

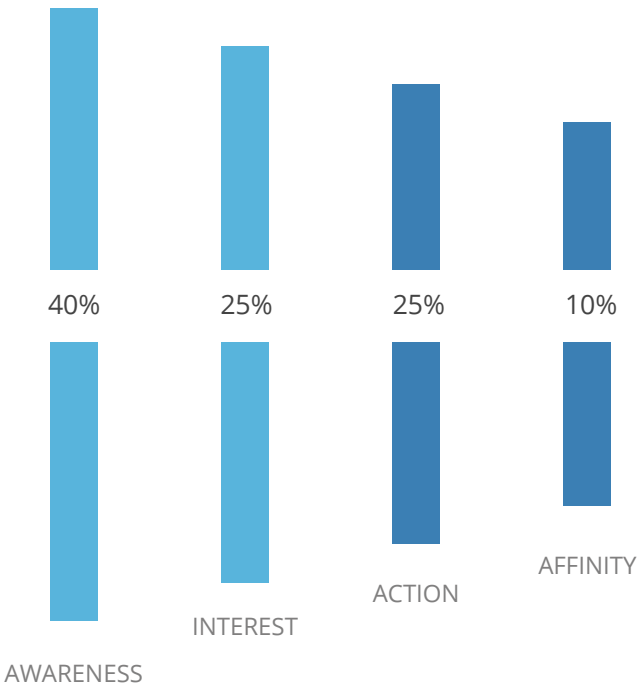
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# BUDGET OVERVIEW

BY CAMPAIGN



BY OBJECTIVE





# INTEREST-BASED AUDIENCE OPPORTUNITIES



## FEMALE TRAVELERS

Building on the success of the She Travels Utah campaign, craft social-first content designer for solo, group, or family-driven female decision makers.



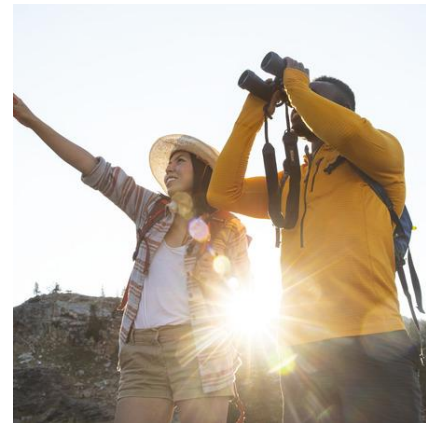
## GEN Z

Test reaching this new audience - who will travel alone or drive their family trip destination - with targeted ads on TikTok and Instagram.



## LUXURY SPENDERS

Pent up demand and saved funds mean luxury travel will bounce back in a big way. Leverage once-in-a-lifetime experiences and play up Urban offerings.



## BIPOC TRAVELERS

Utah's perception means we need to work even harder to make diverse travelers feel welcome.

# PAID MEDIA HIGHLIGHTS



71%

TO FY GOALS ACROSS  
ALL METRICS



25%

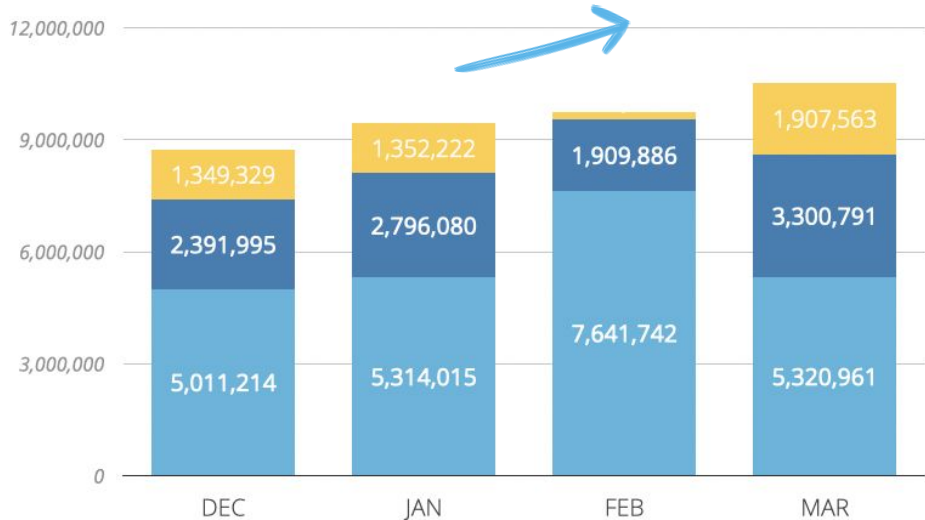
OF USERS WATCH OUR  
VIDEOS TO COMPLETION



110M

IMPRESSIONS FYTD

## PAID SOCIAL IMPRESSIONS OVER TIME *by campaign*



# INFLUENCERS + AMBASSADORS

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# INFLUENCERS



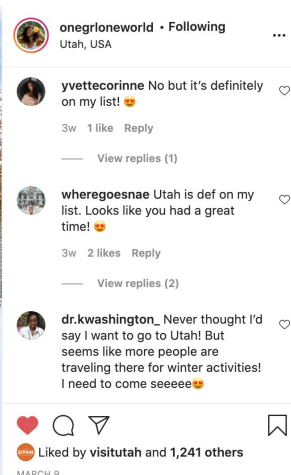
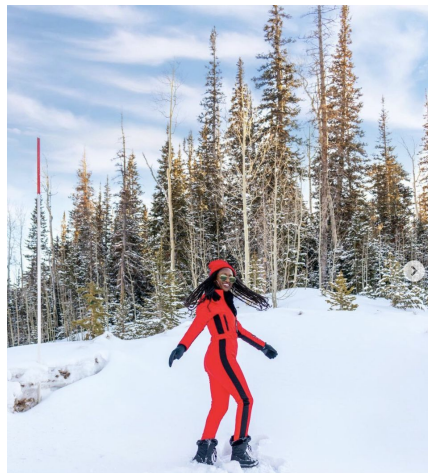
**Tiffany Nguyen**

- Showcase the variety of experiences in Southern Utah's lesser-known communities through authentic, social-specific creative
- Demonstrate Utah's commitment to responsible and thoughtful travel inspiring like-minded travel photographers



**Francesca Murray**

- Black female traveler introducing her audience to snow and winter sports as a first-time skier
- Mix of adventure, urban and self care experiences plays well with a wide audience



# INFLUENCERS

840,151

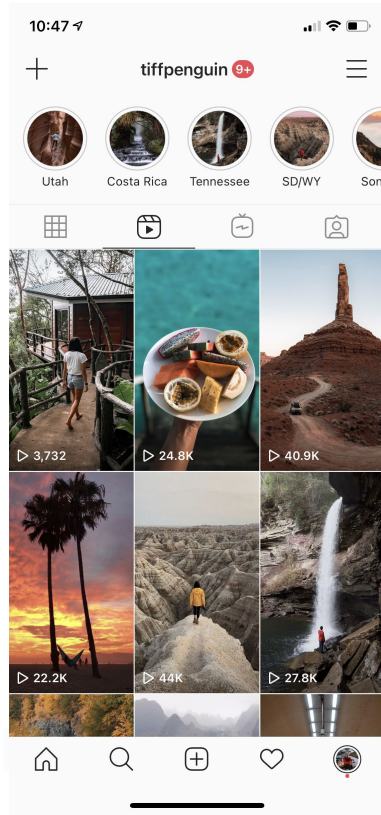
IMPRESSIONS

46,206

VIDEO VIEWS

33,822

ENGAGEMENT



INSTAGRAM REELS



PINTEREST STORIES



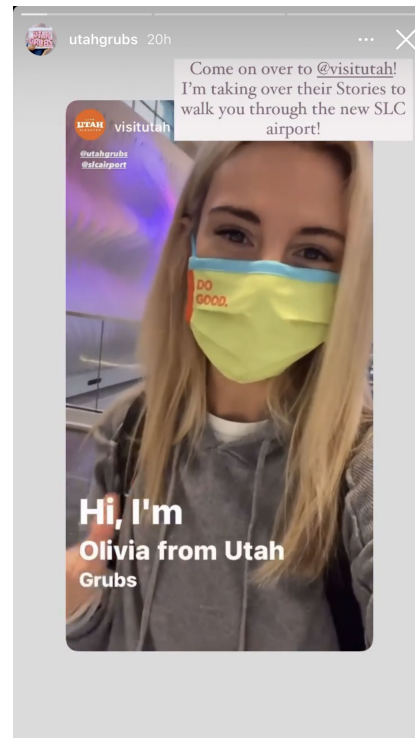
# AMBASSADORS



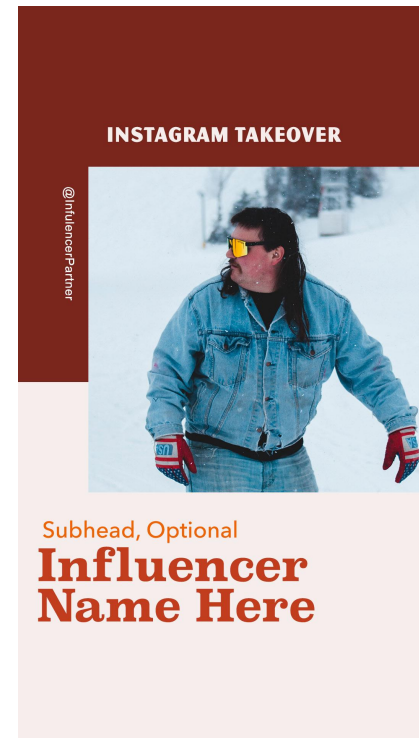
@wasatchsnowforecast | Weather Wednesday Series



@khai\_zen\_x | @lamontjosephwhite | Instagram Live



@utahgrubs | New SLC Airport Eats Takeover



@irockutah | Dark Sky Week takeover

# INTERNATIONAL SOCIAL

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# INTERNATIONAL SOCIAL

## OUR STRATEGY

1

Focus on top of funnel, start-of-trip-planning inspiration

2

Factor in trip planning timelines + seasonality to media promotion

3

Provide insights + toolkits to Market Representatives monthly

## RECENTLY UPDATED: THE INTERNATIONAL PLAYBOOK

### INTERNATIONAL SOCIAL MEDIA PLAYBOOK

UTAH OFFICE OF TOURISM - 2021

#### HASHTAG STRATEGY

In keeping with our casual and natural tone, Visit Utah uses hashtags where and when they are appropriate to increase exposure of our content or connect our messaging with a larger discussion.

Hashtags are best suited for Instagram and Twitter where hashtags are a part of the search process and help make your content discoverable. Hashtags should be avoided on Facebook as this can actually negatively impact engagement (Source: [Buzzsumo](#)). When using hashtags, we capitalize the first letter of each word in a hashtag to maximize readability. We can use all lowercase hashtags when it fits properly in a sentence.

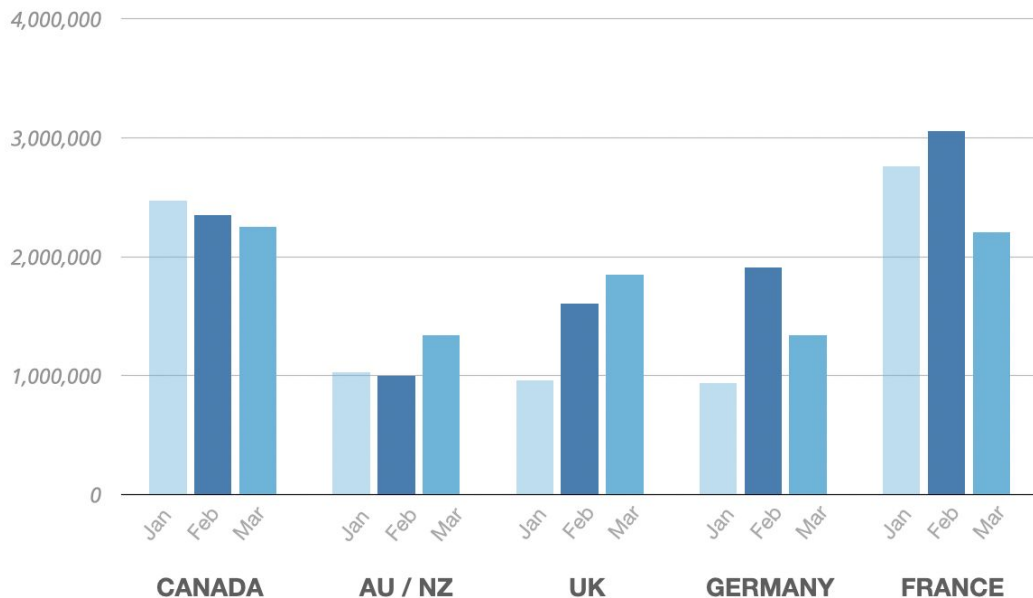
There are five categories of hashtags which we may use on Instagram posts and tweets:

1. Brand Hashtags
  - #VisitUtah
  - #ForeverMighty
  - #SheTravelsUtah
2. Locator Hashtags + Examples
  - Cities: #SaltLakeCity
  - Areas: #SanRafaelSwell
  - National and State Parks: #ZionNationalPark
3. Event Hashtags + Examples
  - Utah Events: #Sundance
  - National Holidays: #NationalHikeDay
4. Search Hashtags: These can vary by activity, interests, general phrases, etc. A best practice is to choose hashtags that have historically generated between 20,000 - 100 million posts on Instagram.



# INTERNATIONAL SOCIAL, Q1 RESULTS BY MARKET

## PAID SOCIAL IMPRESSIONS, Q1 2021 *by market*



	CPM	COST PER ENGAGEMENT
CANADA	\$1.87	\$0.03
AU/NZ	\$3.74	\$0.05
UK	\$2.85	\$0.10
GERMANY	\$3.15	\$0.09
FRANCE	\$1.64	\$0.03
TOTAL/AVG	\$2.65	\$0.06

THANK YOU

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